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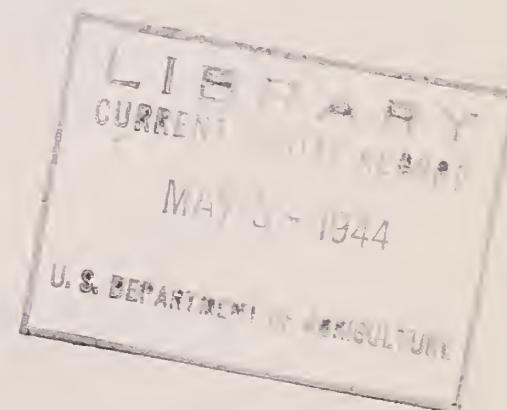
WAR FOOD ADMINISTRATION
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WAR FOOD ADMINISTRATION Office of Distribution

- IN THIS ISSUE -

YOUR MARKETS HAVE MOVED

Tip to food distributors: Remember the little man who showed up at your house four years ago with the pencil and clip board? If that same census taker returned today, would he find you there? Or would you, like lots of others, be living--and eating--far, far away from that place?

MILK MARKETING: SUMMER AND FALL 1944

What's the "inside" on milk prospects for the next eight months? To find out, we shut the crystal ball up in the editor's desk drawer and asked Howard Feddersen, who has a big hand in administering FDO 79.

WOOL SHRINKAGE AND GUESSWORK

Hauled from the fleecy clouds, wool-shrinkage testing now becomes as down to earth as the rocks and close-cropped grassland of a Montana sheep ranch.

AN EGG A DAY

But of course, if everyone every day ate a setting of eggs at a sitting, the demand on our laying hens might just possibly tax even those mighty 1944 producers.

PIGS: "FUSTEST WITH THE MOSTEST"

More U. S. hogs went to market last winter than in any other season ever. Here's the story of the big run, how it grew, and what was done about it.

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YOUR MARKETS HAVE MOVED

. . . . By Raymond A. Ioanes

This present story, which is about statistics, is not the first on the subject. According to another story that is told, if all the world's statistics could somehow be assembled into a single library building, it would be a fine idea to burn down the library and build a skating rink.

You, however, are a distributor of food. You supply wholesalers with flour and canned vegetables and other food, and to you statistics--account books, last year's sales records, figures on your stocks, things like that--are necessary in the conduct of your business. To you, statistics can be bad, indifferent, or good, depending on whether they help show a profit.

This piece is about the good kind.

Your particular trade territory is located, say, on the West Coast. There have been major population shifts on the West Coast since the last census was taken in 1940. Lots of men and women have left, wearing a uniform of one kind or another, lots of others have moved from the Rocky Mountain territory to the Coast, and still others have shifted *within* the territory.

You know what's going on, of course, and since these migrants are or have been a part of your market, or your customers' customers' markets--you are a supplier of wholesalers, remember--you would like to know more about these people. You'd like to know just what's happening to Charlie Kell, for instance, over in sleepy, inland Red Oak, and to Ed Pilcher, that relatively new account of yours in war-blooming Newton.

Let's look in at Ed Pilcher's office.

Ed isn't doing so well. Sure, he's making money; in these last two years here in Newton he's made more money than he ever did in any four in the wholesale business back in the Midwest where he came from. It isn't money--and yet it is. What makes Ed's head hurt is that he can't get anything like enough goods from his supplier--from you--to fill all the grocery orders that come flooding into his office. He's making more than he ever did in his life before, but that fact doesn't keep him from worrying his head off because he's having to cut case orders to half-case orders.

Ed picks up the ringing office phone. It's one of his salesmen, calling from the store of one of his out-of-town accounts. Ed listens, staring out of the window at the long, new war plants and the trim rows of workers' dwellings.

"But we weren't able to fill those orders," he says into the phone. "I haven't been able to get those items, don't know where to get any more of them."

"I'm fed up writing orders you can't fill," the wire voice snaps. "Either you locate those items or you lose more than another customer. You lose a salesman--me! I can't live on cancelled orders."

A Trip to Red Oak

Ed's head is no better. He decides to drive over to Red Oak and see how things go with Charlie Kell, a food wholesaler he knows. Kell might even sell him the items he needs to hold his star salesman.

This Charlie Kell, when Ed arrives at his place, doesn't seem busy. He is smoking a pipe in calm, measured pulls and he puts Ed in mind of a man who is sitting out a hand in a card game.

"Sure," he says, "I'm getting about everything I order. Seventy-five percent of pre-war, anyway. But I haven't the market you have, of course. Lots of the boys around these parts have gone to the war, you know. Lots of others have gone to your territory to build ships and airplanes."

"We've lost men to the services, too," Ed says. "But they're a drop in the bucket to the new ones that have flocked into my territory to work in the munitions plants and the shipyards--lots of them old customers of yours. My customers are running me crazy with orders. Because their customers, the workers in these new plants, have ration books and they want food. You know why I can't get it for them?"

"It's because my supplier supplies you, too. Trying to do the fair thing, he's cut me down to the same percentage as you. So you get as much stuff as I do, with a lot fewer folks to eat it. I bet your warehouse is full right now!"

Charlie Kell nods. "Not quite."

"Food in a warehouse won't fill any empty stomachs. And you'll lose interest on the money that's tied up in inventories. Why do you need so much? You expecting a plague of locusts?"

"You can't tell," Kell shrugs. "We might have a bad drought around here this summer. Maybe I'll need every darned pound of that stuff. Besides, it's my policy to keep a good stock. Because after all this shooting is over, I'm figuring on having my same customers. So if you're leading up to anything, brother, like suggesting I sell part of my stock to you, you're wasting your time." . . .

But perhaps you, reader, say: "What supplier in his right mind would keep loading up the Kells with a disproportionate share of merchandise? This situation is just temporary. Before long, Kell's orders will be in line with the ration points his customers spend, and then there'll be more stuff to send out to all the Ed Pilchers."

Before long.

Rationing

Right you are. That's what rationing is supposed to do. But with people moving around carrying their ration points in their pockets, they discover that the food that was intended for them is back where they came from--and not where they are now. The lagging supplies will catch up with them, provided they don't move again, but meanwhile they won't have their share of the food which has been allocated to U. S. civilians, and as a result we will lose some valuable war production.

One imperfection of our rationing system is that it does not insure equal distribution of favored foods except when suppliers themselves apportion these foods according to the population. For example, the people living in a reduced area, by spending heavily of their ration points for butter, may force the people living in an increased area to use an alternate unless the supplier of both areas sets up a rationing system of his own.

Since 1940, the U. S. population has shifted generally from the interior toward the seaboard--the East, West, and Gulf Coast States. This mass migration to war production centers, plus the steady drain of people going into the armed forces, has cost New York State, for example, over a million consumers while it has increased the population of California by about the same amount.

Within deficit areas also there has been considerable milling about. Fewer people are living in Grand Rapids, Minneapolis, St. Joseph, Toledo, interior cities all, but more people are living in Louisville, Evansville, Indianapolis, St. Louis, and Denver, which are interior cities too.

The population of Ohio has decreased by over 76,000 since 1940, but that of Montgomery County (where Dayton is) is up by more than 43,000. Maine has lost some 61,000 people; Portland, Maine, has gained 9,000.

These percentages for metropolitan areas do not tell the whole story, either. Oftentimes newcomers are jammed into a section of the area, as on the outskirts where retail stores are few or which suppliers find difficult to serve for lack of trucks and tires. For example, Baltimore's population increased more than 12 percent, but 1,600 of the new families (5,000 persons) had settled down in Aero Acres near the Martin bomber plant.

Non-metropolitan counties show even sharper contrasts between 1940 to 1943. Mineral County, Nev., had 572 percent more people in 1943, and Lawrence County, S. Dak., had 44 percent fewer. Kitsap County, Wash., scene of tremendous shipbuilding activity, gained about 49,000 people, and Schuylkill County, Pa., lost about 42,000.

Although most of the gains were in metropolitan areas at the expense of rural counties, some rural counties gained. Down in Orange County, Tex., where the Government is turning out amphibious landing craft, people for a while had to drive 125 miles for groceries. That's something, the gas and tire situation being what it is.

Information Source

The source of this information? That's where the Census Bureau and the War Food Administration come in.

The Census Bureau's revised population figures, based on the number of ration books issued to consumers, show the new distribution pattern in detail.

The Office of Distribution of the War Food Administration has sorted the pertinent facts from the Census Bureau's figures. This simplified version is now available to suppliers. Its 48 pages of charts, maps, and figures show gains and losses by States, counties, and trading areas and other information that will help solve food distribution problems in the continental United States. To obtain the free booklet, just write the War Food Administration, Washington 25, D. C., and ask for "Highlights of Population Shifts."

Since the study is based largely on shifts in the numbers of ration books issued to civilians, it should be borne in mind that its figures do not reflect the present location of the U. S. population with entire accuracy. Oftentimes a war-worker who eats most of his meals in restaurants may be living today in a boom town 500 miles distant from the place of his last ration book registration. Or he may be eating at a boardinghouse and relying on his wife back home to register him. And many a wife and child, though registered in some such town as Owatonna, Minn., are today living--and eating--as near as they can possibly get to the Army camp out of Alexandria, La.

So the booklet doesn't reflect the exact geographical pattern of the U. S. population. But when used with common sense by a supplier who understands its limitations, it will go far toward letting him know when he is sending too much stuff to Charlie Kell and not enough to Ed Pilcher.

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REFRIGERATOR CAR CONSERVATION URGED

WFA has called upon shippers and receivers of perishable food-stuffs for quicker loading and unloading of railroad cars--particularly refrigerator cars--in order to cope with anticipated car needs during the months immediately ahead.

Although March, June, and October are the usual peak months of refrigerator car use, this year heavier than normal movements during other months are expected. WFA estimates that the total 1944 movement of commodities which normally are shipped in refrigerator cars (with or without ice) may exceed the record carloadings of 1943 by 10 percent. Increased production of fruits and vegetables and declining marketings by truck are expected to account for a large part of the increased demand.

Owing to war priorities and shortages of critical materials, only a small percentage of the refrigerator cars retired in the last few years have been replaced. Construction of a limited number of cars is planned, but most of them will not be available until late 1944.

In addition, indications are that the number of motor trucks available for market transport use will be reduced owing to shortages of truck repair parts and heavy-duty tires.

WFA also urges shippers to move semiperishable commodities in plain or ventilated boxcars whenever possible.

In the past, special in-transit privileges have afforded agricultural shippers a high degree of marketing flexibility. Shippers of fresh fruits and vegetables, for example, have been permitted several reconsignments en route, which has assisted in distribution and the avoidance of market gluts. Recently, the allowable number of reconsignments has been somewhat reduced in order to conserve car equipment. Cooperation in freeing all cars quickly will not only insure safe handling of perishables but also may avoid more stringent regulation of shipping practices.

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Food Distribution Order 9, which reserved for insecticide production certain low grades of the 1942 crop of some types of dark tobacco for use in the manufacture of nicotine sulphate and nicotine alkaloid, has been terminated. As the market seasons for these crops were completed in 1943, continued existence of the order was unnecessary.

Types covered by the order were Eastern Fire-cured (Type 22), Western Fire-cured (Type 23), and Green River (Type 36).

. . . . By Howard C. Feddersen

You can't have your cheese and drink it, too. Out of this truism Food Distribution Order 79 was created.

As far back as June 1943 it was clear that the country, in order to get more milk and cream for drinking purposes, was dipping too heavily into the milk it required for making cheese--and for that matter, evaporated milk, powdered milk, and butter. Each month, close to 300 million additional pounds of milk were being diverted from processing plants into city bottling plants. It became apparent that some form of insurance must be provided against the day when the country's seemingly insatiable milk appetite would strip the national cupboard bare of dairy products.

War was giving us a new milk consumption capacity. In 1941, during which year we were at war less than 1 month, military and other war uses accounted for only about 5 billion pounds of milk equivalent. In 1944, military and other war requirements will take nearly four times as much.

If city people would contribute half the fluid milk and cream they use, this military need could about be met without further adjustments--but the trend was the other way. We were drinking more milk each year, reaching a peak level in the summer months of 1943 of nearly 7 billion pounds a year more than in 1941.

Enter FDO 79

These circumstances called for limitations on the sale of fluid milk and cream. FDO 79 was issued.

Food supplies will be needed increasingly as shipping conditions improve, more soldiers go abroad, and more stricken territories are wrested from the enemy. War uses probably will take about the same quantity of butter in 1944 as last year, but more cheese will be needed, more milk powder, more ice cream mix, and more evaporated milk.

By the end of 1943, average consumption levels among civilians for these manufactured dairy products were already cut to 75 percent of pre-war. Prospects of obtaining increased war requirements through further cuts in home consumption of such products are not bright. So fluid milk and fluid cream marketing will probably continue to be under FDO 79 or some similar regulation with whatever changes as may be desirable to meet temporary distribution problems during the flush production period.

During the summer and fall of 1943, diversion of milk from manufactured to fluid uses was accompanied by the disruptive marketing conditions which threat of shortage usually causes. Handlers hoarded milk supplies, bid for milk producers at inflationary price levels.

Local health officials either busily revised ordinances covering the production of milk for sale in their towns, or they found the standards being disregarded. Small handlers unable to compete for milk supplies saw their businesses in danger, and small markets affected by adverse price differentials faced milk famines. Milk transportation became disorganized, with milk supplies routed from one area to another and sometimes back again as bidding grew more intense.

Now that milk sales have been capped, a repetition of the 1943 situation is not expected in 1944. But a hangover from that rush for supplies is apparent in current milk marketing trends. Each year the approach of summer sees the waste of some milk, particularly skim milk, for the reason that processing facilities are not able to handle all the milk which comes to market at that season. In 1944, with tight supplies in prospect for the whole year, it is especially important that we waste not a drop of this temporary embarrassment of riches.

Difficult Goal

This goal promises to be very difficult to reach, however, because of a number of conditions. In a number of areas, for instance, the memory of last year's competition for supply is holding up prices at levels which are not related to the use of surplus production in manufacturing channels.

It is also possible that a greater than usual proportion of the excess production is in the hands of distributors who don't have the facilities for processing. Handlers don't seem disposed to relinquish supplies to processors, even though last season's marketing conditions will not be repeated. In addition, a greater than normal seasonal production of milk is in prospect. This, plus a generally difficult transportation situation and a labor supply short in most areas, has stirred up heavy pressures against maintenance of milk quotas during the flush season.

Because the need for manufactured dairy products increases while the prospects are that we will produce no more milk than last year (perhaps slightly less), the War Food Administration's position is that no abandonment of ceilings is possible. Quota adjustments will be made to prevent waste and the backing up of milk on producers. But adjustments cannot be made during the spring without planning to reduce sales during the coming fall and winter.

Present plans are, therefore, to continue the order in operation but to lift its restrictions enough to make the fluid milk and cream market fully open for the use of surplus milk during May and June. It is expected that an adjustment of all quotas to the point where they correspond to 100 percent of sales in June 1943 will amount to as much milk and cream as the industry will be able to dispose of in a short period.

Rationing of fluid milk is frequently mentioned as a possible substitute for the sales quotas under FDO 79. The relaxation is not likely to cause enough of a shortage later to necessitate rationing.

Under FDO 79, chief responsibility for equitable distribution of the limited supply has been left in the hands of the milk industry. But if the industry itself cannot achieve fair distribution, or if the general public does not cooperate with milk dealers, coupon rationing or some similar plan may have to be set up (probably as a supplement to the order).

Distribution has been disturbed somewhat when within-market trade shifts have occurred without corresponding and prompt transfers of quotas. So far, these difficulties have been merely annoying, but it is upon the solution of such minor problems--minor in the beginning, that is--that the decision whether milk is to be rationed is likely to depend.

The success of the entire milk conservation program depends upon the extent to which members of the industry can and will cooperate with one another and with WFA in making the adjustments that are necessary if milk is to continue as a top stuff of war.

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RESOLUTION ON MILK ORDER

The national Fluid Milk Conservation and Control Industry Advisory Committee of WFA, at a meeting on April 11, 1944, in Washington, D. C., unanimously adopted a resolution that:

1. Food Distribution Order 79 (the milk conservation order) is a necessary war measure.

2. The objectives of this order are the joint responsibility of Government and industry.

3. The milk industry is local in character and therefore the administration of any regulation of this industry must be flexible and adaptable to local conditions to be equitable and efficient.

4. The present system of operating FDO 79 makes possible local administration while achieving the over-all objective of the program--stabilization of fluid milk consumption so as to make more milk available for manufactured dairy products for war use.

5. The War Food Administration has done an excellent job of administering FDO 79.

6. The record of compliance with this order by the industry has been outstanding because the need for the order is fully recognized and the method of administration has the cooperation of practically the entire industry.

7. The present rate of administrative assessment is very low and is not an economic burden; and producers as such are not assessed but only as they also become distributors of milk.

8. The fluid milk industry is predominantly in favor of administering the program through a handler assessment, and this committee therefore recommends that the present method of financing the program be continued.

WOOL SHRINKAGE AND GUESSWORK

... By William B. Ward

Western wool growers may soon have a practical way to determine wool shrinkage. Developed after 3 years' experimentation, a new shrinkage test that employs a core-taking sampler now promises to be as important to sheepmen as the Babcock butterfat test is to dairymen.

The experiments were conducted by Warner M. Buck, George C. LeCompte, and recently also by Alexander Johnston, all of the Wool Division, Livestock and Meats Branch, Office of Distribution of the War Food Administration.

For a long time sheepmen have been dissatisfied with estimates based on visual and manual examination. Handling a fleece and looking at the wool just haven't been accurate enough. They leave too much to biased judgment. But there hasn't been any practical way of taking from large lots of wool small samples that would accurately represent the shrinkage of the entire lot. Western agricultural colleges and experiment stations in California, Texas, Colorado, Montana, New Mexico, Utah, and Wyoming have been studying this problem and have furnished sheepmen with a lot of valuable information on shrinkage and grades of clips. But large-scale tests of wool shrinkage are laborious and expensive, and comparatively few have been made.

A shrinkage test is needed mainly because a fleece when it comes from a sheep isn't all wool. Mixed in with the wool fibers are varying amounts of grease, sand and dirt, moisture, dried perspiration, burrs, seeds, and other foreign matter--all of which scouring removes. The difference in weight between cleaned wool and the original grease wool is called "shrinkage."

Shrinkages Vary

The average wool shrinkage for the United States is about 60 percent. But this varies all the way from a low of 40 percent in some Eastern States to as high as 67 percent in certain range States. Regions within some States differ as much as 5 percent, and individual clips from year to year as much as 7 percent.

All this variation between wools from different areas and between different lots of wool indicates the difficulty which confronts an



experienced wool judge in estimating shrinkage. But sheepmen have had to sell their wool in the grease--that is, before it is scoured--and to depend on human judgment in determining the shrinkage.

To realize what this means, take a 5 percent overestimate of the shrinkage on an 18,000 pound clip--that's about what one range band of sheep would produce in a year. Five percent of 18,000 pounds is 900 pounds. At 45 cents a pound that would amount to \$405, which the sheepman would lose if his wool were estimated 5 percent too heavy in shrinkage. Actual tests have shown that many estimates are even more than 5 percent off.

It was with the idea that some more accurate method of determining shrinkage could and should be developed that the Wool Division launched a program of shrinkage tests. Finding some way to take representative samples from large lots of wool was the first problem tackled. About the best solution seemed to be a coring machine which had been developed by the Treasury Department's Bureau of Customs and was being used in taking samples of foreign wools entering this country. This machine has proved so successful for sampling imported wools that duties are now assessed on the basis of samples taken with it.

The Machine

The coring machine consists of an electric hand drill which rotates an attached cylinder 18 inches long and 2 inches wide. To this cylinder is attached a toothed blade which cuts out a neat core from a bale or bag of wool. By this simple process a number of cores are taken to make up a representative test sample.

While that sounds easy enough, it has taken a lot of patient work to bring the test to its present status. During 1941 and 1942, the Wool Division was unable to make large tests because of inadequate facilities. But since April 25, 1943, when the domestic clip was purchased by the War Food Administration, the Wool Division has carried on some rather extensive tests.

Approximately 1,150 bags of wool were sampled during 1943, and more than 12,000 individual cores were taken. These were taken from 109 lots of domestic wool. Each lot averaged about 10 bags selected at random throughout each clip. On 92 lots, the shrinkage had already been estimated by a committee of 3 competent wool appraisers. This gave the Wool Division an excellent opportunity to check its tests against the appraisals of experienced wool judges. Then both the appraisals of the wool experts and the tests made by the Wool Division could be checked against the actual shrinkage determined from scouring the entire lots.

Here are some of the results: The estimates made by the experienced wool experts varied all the way from 10.7 percent below to 9.4 percent above the actual shrinkage. The average error of the estimates was 2.82 percent. Core sample results showed up with a range of error

extending from 4.4 percent below to 3.8 percent above the actual, with an average error from the actual of only slightly over 1 percent.

But more significant than this is the fact that only about a fourth of the appraisers' estimates were within 1 percent of the actual shrinkages whereas about half of the core samples were within the 1 percent. Eighty-seven percent of the core samples were within 3 percent of the actual whereas only 57 percent of the estimates were within that margin. The appraisers' errors were lowest in the medium shrinkage range from 55 to 70 percent and highest in the extremely low and the extremely high shrinking wools. In wools with shrinkages ranging above 70 percent and below 55 percent, the appraisers' estimates erred by from 4 to 9 percent.

Moreover, each of these shrinkage estimates was the average opinion of three experts with many years' experience in the wool trade. But in the past, wool has been bought from the grower on the basis of the shrinkage estimate of one man--the wool buyer--who is supposed to be expert in his profession. And the judgment of one man is liable to greater error than the combined judgment of three..

The Wool Division is continuing its coring tests during the 1944 season. Building on what has been done, the Division now expects to develop the core method of sampling until tests will run consistently within 1 percent of the actual shrinkage. It also expects by the end of another marketing season to have available for commercial use a reliable test for wool shrinkage--so that wool like wheat and milk may be sold by test instead of by guess.

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DEHYDRATED VEGETABLE ALLOCATIONS ANNOUNCED

United States military and war services are expected to use about 70 percent of the total 1944-45 supply of dehydrated vegetables under WFA allocations for the year beginning July 1, 1944.

Slightly more than 246 million pounds of dehydrated vegetables is expected to be available during the 1944-45 year for allocation among the various claimants--approximately 40 percent more than a year earlier. Because this production was expanded primarily to meet war needs and conserve shipping space, more than 95 percent of the total allocation will be used by noncivilian claimants. Most of the U. S. civilian supply will go into soups.

Great Britain and Russia will receive 23 percent of the expected supply, U. S. civilians about 5 percent, and a liberated areas' reserve and other exports about 1 percent each.

..... By Janet Burns

You have to spend a year or two on a lonely South Pacific island if you're really going to appreciate a shell egg. At least, that's the report from a Red Cross worker from down under. She was telling about three boys who came into the Red Cross club one morning. It was their first visit to the club, for they'd been out on an island battlefield for 22 months. The boys sat down at one of the tables and each one solemnly ordered a dozen eggs.

The Red Cross girl could hardly believe her ears. She thought she must have heard wrong, asked if they meant a dozen eggs for the three of them. No, they wanted a dozen eggs each. For over a year they'd been promising one another that as soon as they reached a Red Cross club they would order a dozen apiece. And they wanted them fried sunny side up--so they'd know they were real shell eggs!

With all the eggs on the market now, civilians could easily have a dozen, too. The old riddle, "Which came first, the chicken or the egg?" is easily solved. If we look in the nearest grocery store, we know that eggs come first right now--at least as far as supply and price are concerned. In many places you can get a dozen eggs for less than the price of a pound of chicken, and a dozen eggs will serve many more people.

Egg Facts

Let's look at the facts behind the egg supply and see why it is so bountiful.

Hens are making history these days, laying more eggs than we've ever had before in this country. Civilians will have even more eggs to eat this year than last, even with heavier war demands for eggs. If it weren't for the needs of war, the hens would provide the population of the U. S. with 440 eggs a year each. Ninety of those eggs, however, will go to our allies and our armed forces this year--but that will leave us 350 eggs apiece, or nearly an egg a day.

The War Food Administration has counted all the laying hens in the country. There are now 25 million more hens on the job than a year ago. That brings the grand total to around 477 million laying hens. In addition, this is the season of greatest production. To top that, each hen is averaging more eggs than she used to. Result is about 80 percent more eggs than we produced, on the average, from 1933 to 1942.

In pre-war days, we probably could have taken care of all these eggs easily. Some of them would have been frozen or kept in cold storage until fewer eggs were on the market. Or they would have been transported from a part of the country where there were too many eggs to a part where there weren't enough.

But we can't do that this year. For one thing, the cold-storage situation is pretty tight. We had a record production of many foods last year, and both freezer space and cooler space are just about full of the foods that must be stored to meet future war needs. Some eggs are being stored, of course, but there isn't room enough for them all. Besides, we don't have enough egg cases to package all the eggs. We also have to worry about a transportation shortage which prevents us from shipping eggs at will to any part of the country. And finally, egg processing plants don't have the labor they need to operate at full capacity.

Greater than ordinary use of eggs will do a lot to improve the present situation. It will help the producer first by supplying him with a market now and second by encouraging him to maintain his laying flocks at the 1943 level to assure enough eggs late this year.

Besides requiring no ration points, eggs rank high as a protective food and are among the best body-builders, supplying efficient protein in both white and yolk. Eggs also supply minerals such as iron, calcium, and phosphorus, the vitamins A, B₁, D, G, and the pellagra-preventive factor--and whether you buy white eggs or brown, the food value is there just the same.

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11 MORE PLANTS EARN "A" AWARDS

WFA achievement "A" awards, given for outstanding performance in food production, have been earned by 11 more food processing plants. They are:

Cranberry Canners, Inc., Hanson, Mass.; Fuhremann Canning Co., Lanark, Ill.; Roberts & Oake, Inc., Chicago, Ill.; Drummond Packing Co., Eau Claire, Wis.; Fox Valley Canning Co., Hortonville, Wis.; Hyland Stanford Corp., Los Angeles, Calif.; The Winter Garden Co., Knoxville, Tenn.; H. J. Heinz Co., Salem, N. J.; and 3 plants of E. Pritchard, Inc.--the Bank Street and Eagle Street plants at Bridgeton, N. J., and the plant at Winslow, N. J.

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10 FRUIT AND VEGETABLE ADVISORY COMMITTEES NAMED

Ten advisory committees to represent various fresh and processed fruit and vegetable industries have been named by WFA. They will supply information and recommendations on the Government's wartime food programs.

The committees will represent the sour cherry, peach, berry, apple, and table grape fresh fruit industries; the canned peach, pear, apricot, and plum industry; the processed red sour pit cherry industry; the fresh vegetable industry; the canned fruit industry; and the canned vegetable industry.

PIGS: "FUSTEST WITH THE MOSTEST"

... By Milt Mangum

Speaking of production lines--roughly 92 million head of hogs will have been made into about 13 billion pounds of pork by the end of the 1943-44 marketing season.

The approximate total number to be slaughtered during the 1943-44 season in federally inspected packing plants, non-federally inspected plants, retail establishments, and on farms represents about 75 percent of the total hog production in 1943--an all-time record of 122 million head. Of this number, increased numbers on farms at the end of the year--less death losses--will probably account for some 30 million head.

This tremendous increase in pork production came when war had increased the demand for meat to unprecedented proportions. And when it comes to getting there "fustest with the mostest" in turning out meat for war, pork seems to be the answer.

To begin with, pigs are farrowed in litters of from one to a baker's dozen or more. The average number of pigs saved per litter in 1943 was six--that's after deducting for accidents and "infant" mortality. Then the way a pint-sized pig can grow into a barrel-sized hog is something to challenge the production records of a 1944 shipyard.

No Bands Play

But there's not much gold braid and banners connected with raising hogs. And of course, launching a truckload of hogs and sending it down the highway to the packing plant lacks a lot of the hurray that goes with pushing a big boat into the water for the first time. But without the hogs--well, the hogs and the ship are both a part of the same program to get this war over so the boys can come back. A truckload of hogs pulls out of the yard on an Iowa farm, a ship carrying fat backs and tushonka docks at Murmansk, and a strategic railroad center falls to the Red Army--all are just the meshing of cogs in the same machine, geared for victory.

The production of 122 million hogs by American farmers in 1943 wasn't just an accident. Before Pearl Harbor, the foundation of 1943's record production was laid. Farmers were advised to increase production in the spring of 1941, and each year thereafter new records were chalked up. All this was building up toward the record production of 1943.

Farmers kept over 12 million brood sows to farrow in the spring of 1943. Result was 74 million pigs--22 percent more than the record spring pig crop of 1942 and 57 percent more than the average for the pre-war years 1935-39. The fall pig crop yielded another 48 million.

Turning 122 million pigs--or even 92 million--into pork means more than just pushing buttons and turning handles. Recognizing some of the

things that might happen when the pig crop started to roll in, the War Food Administration launched a program early in the fall of 1943 to encourage orderly marketing of hogs.

The hog marketing committees which had been set up at 12 terminal markets and in interior Iowa in 1942 were notified to get ready for a hard winter.

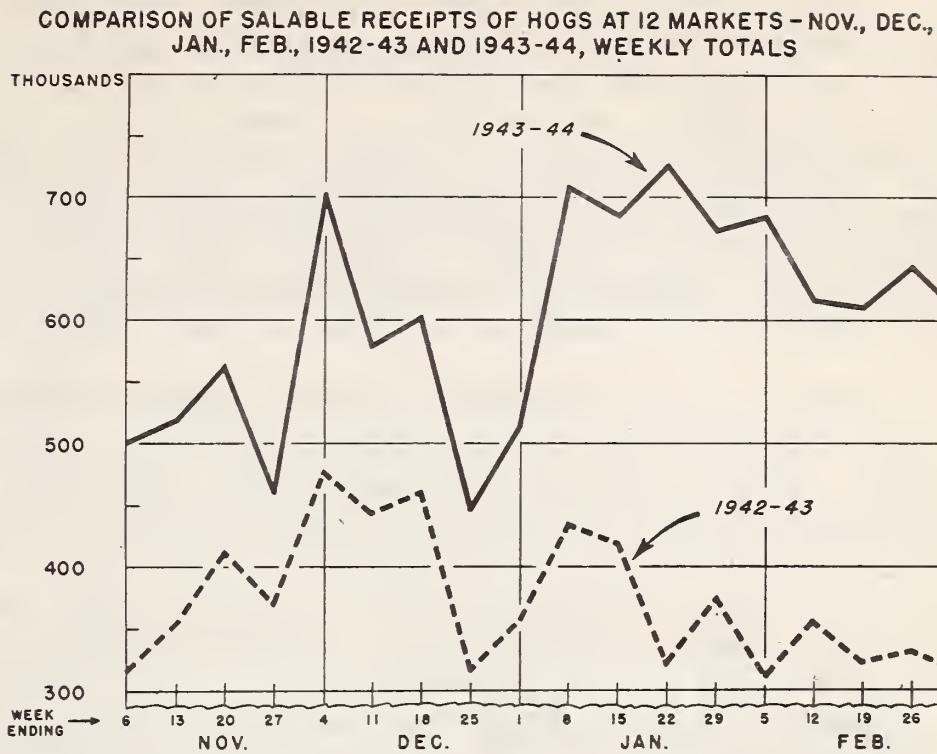
These committees, whose job was to ride herd on shipments of hogs to their respective markets, were made up of representatives of the selling agencies, stockyard companies, Government agencies, and, in most cases, packers with headquarters established in Cincinnati, Indianapolis, Chicago, Peoria, St. Louis National Stockyards, Kansas City, St. Joseph, Omaha, Sioux City, Sioux Falls, West Fargo, South St. Paul, and Milwaukee.

To get the program moving, meetings were held with hog producers, Triple-A committeemen, Office of Defense Transportation, War Manpower Commission, War Food Administration officials, and representatives of stockyard companies and packers. Meetings were held at Indianapolis, St. Paul, and Kansas City.

Program Gets Moving

The campaign was on. Newspapers and radio stations joined up. Posters were tacked up at all marketing centers. Farmers were advised to:

1. Keep topping off their droves.
2. Spread hog marketings.
3. Market as many as possible before the heavy winter runs.
4. Be sure the market could handle the hogs before they left the farm.
5. Market hogs at lighter average weights.
6. Watch press and radio market reports.
7. Avoid glutting markets and help maintain the price support program.



This graph story of last winter's hog marketing shows why stockyards were jammed and farmers sometimes couldn't market their hogs when they wanted to. Notice the wide spread between lines in January and February. January peaks would have been even higher if more hogs could have been handled.

But it was a big job. It meant handling 15 to 20 percent more hogs than were marketed the year before--and this with facilities and labor limited by war conditions. Hogs began piling up in the stockyards early in December. Embargoes were used to check shipments at some yards to give packers a chance to empty the pens and thus make room for more hogs. Sometimes trucks were backed up for several blocks waiting to be unloaded. Packers couldn't take the hogs because their pens were full and although packers were breaking all previous slaughter records, hogs still could not be handled as fast as they came in.

More and more markets adopted permit-to-market programs as a means of limiting shipments to handling capacity. Under this plan farmers couldn't always market their hogs when they wanted to. But they could hold them in their own pens at home instead of in stockyard pens where feed and care were more expensive. The permit-to-market program was intended to help the farmer avoid marketing hogs when packers were unable to handle them; to prevent the farmer's being forced--unless he was willing to take his hogs back home--to sell to buyers at prices under the support level. Sweat and swearing aplenty last winter--but the job got done.

Looking back--and overlooking some of the snags and snarls--hog marketing stacks up as one of the biggest war production jobs of the season. As a result of this job, American families will have more meat than they had before the war. Russian soldiers will get their tushonka and English shipbuilders can 'ave a bit of bacon now and then. Yes, and our own boys in the fighting forces will have pork chops and ham.

Dire predictions of a meat famine for this spring were made without due consideration of this enormous hog production. With marketings continuing comparatively heavy and the fall crop of 48 million soon to be moving in, there should be no pork famine--not this year anyhow.

-V-

WFA SETS REQUIREMENTS FOR "WAR APPROVED" SEED POTATOES

The minimum specifications which growers must meet in producing War Approved grade seed potatoes in 1944 have been set up by WFA. The new standards, similar to last year's, require seed potato growers to meet not only the WFA minimum specifications for War Approved seed potatoes but also the requirements of the various State certifying agencies.

The action will enable growers to proceed with their plans for this year's seed potato crop and also permit State certifying agencies to announce their minimum War Approved seed potato requirements.

War Approved seed potatoes are field inspected and are grown in compliance with the rules of official seed certifying agencies in the various States.

- PERTAINING TO MARKETING -

The following reports and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Office of Distribution, War Food Administration, Washington 25, D. C. No letter is required.

Address

Reports

Wholesale Prices of Fruits and Vegetables at New York City, Chicago,
and Leading Shipping Points, by Months, 1943. March 1944. 57pp.
(processed)

Tentative United States Standards for Grades of Frozen Snap Beans.
April 15, 1944. 9pp. (processed)

Tentative United States Standards for Grades of Frozen Asparagus.
April 15, 1944. 8pp. (processed)

The War Food Administration's Achievement "A" Award for Food Processors. AWI-84. February 1944. 6 p. folder. (printed)

Save Containers - Use Them Again. Poster - size 14" x 19".

The Conservation of Food. March 1944. 8pp. (printed)

Community Canning Centers. M.P. 544. April 1944. 99pp. (printed)

Index Numbers of Prices Received by Farmers, 1910-43. (Bureau of Agricultural Economics) February 1944. 36pp. (processed)

Farm Production, Disposition, and Income from Milk, 1940-43 and
Miscellaneous Dairy Statistics. (Bureau of Agricultural Economics)
April 15, 1944. 42pp. (processed)

Press Releases

WFA 1944 Price-Support Program for Irish Potatoes. March 31, 1944.
6pp. (processed)

WFA Announces Dehydrated Vegetable Allocations. April 7, 1944.
2pp. (processed)

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